



BOLDSPACE

BOLD VOICES

The 20 most
influential journalists
in social media

Foreword and summary

The future of influence in journalism

At Boldspace, we've always believed that communications must evolve with culture. Today, the way news is consumed, and the way journalists build influence, has changed dramatically. Legacy titles alone no longer define reach or relevance. Journalists are now brands in their own right, commanding engaged audiences on TikTok, LinkedIn, YouTube, Substack and Instagram.

This annual Power List is our way of recognising that shift. It celebrates 20 of the most exciting, future-facing voices in journalism - individuals who are not just reporting on change but driving it. They're shaping conversations, breaking news in new formats, and building influence in ways that matter to modern audiences.

For PRs and comms professionals, these are the people to watch, follow and engage with. They represent new routes to reach audiences and new kinds of collaboration worth exploring.

We also asked some of this year's featured journalists to share their own reflections on the shifting nature of influence, news, and collaboration in 2025.

Their answers offer practical tips, surprising insights, and a behind-the-scenes look at how today's most influential media voices approach their work, their platforms, and their audiences.

We hope this becomes a useful resource for anyone navigating the evolving relationship between journalism, storytelling, and brand-building. These are the journalists defining the feed and shaping the future of influence.



Lou Kelly
Head of Consumer
Boldspace

Our 2025

POWER LIST



**Annabelle
Ariyanayagam**
Journalist
BBC World Service

Annabelle represents the new face of BBC journalism - young, connected and relatable. Her behind-the-scenes TikToks share the real day-to-day of being a journalist and resonate with early-career creatives and Gen Z consumers of news. She's building both trust and visibility.

Martin's TikTok account is a rare behind-the-curtain view into broadcast journalism. By explaining how producers select stories and what makes a strong TV pitch, he's become a cult favourite among PR professionals and media hopefuls. His no-nonsense, clear advice delivered straight to camera has earned him a reputation as a trusted guide through the complex world of TV news.



Martin Kimber
TV Producer
Sky News



Holly Beddingfield
Editor & Strategist
The News Movement /
Capsule

With a hybrid role bridging editorial and creative strategy, Holly's output is as intelligent as it is engaging. She's a newsletter pioneer and Gen Z whisperer, launching Capsule to explore fashion, culture and identity from a personal, high-context lens. Her content is thoughtful and trend-savvy in equal measure.

As founder of Viralect and a contributing editor at Translator Magazine, Sophia is a leader in social-first journalism. Whether she's breaking down complex social issues or experimenting with new video formats, her work has helped major outlets like VICE and the BBC rethink their TikTok strategies. Her posts are educational, bold, and deeply human - often going viral while staying rigorously sourced.



Sophia Smith Galer
Founder and Journalist
Viralect / Translator Mag



Nathan Aspell
Head of Social
Pubity Group

Nathan has played a major role in some of the UK's fastest-growing media brands, from The Hook to Pubity. With a deep understanding of content virality and format strategy, he leads teams that deliver massive reach across Instagram, TikTok and Snapchat while keeping a finger on the pulse of youth culture.

A seasoned red-carpet reporter, Melissa understands the art of a viral moment. She repackages her interviews and entertainment coverage across Instagram and TikTok, making even Hollywood A-listers feel approachable. Her content is dynamic, authentic, and masterfully repurposed for social.



Melissa Nathoo
Presenter & Senior Producer
ITN



Dougal Shaw
Senior Correspondent
Business Leader

Dougal has quietly built one of LinkedIn's most consistent and thoughtful news series, focusing on entrepreneurs and innovation. With a BBC background and an eye for emerging trends, his use of newsletters and behind-the-scenes storytelling feels human, valuable, and genuinely useful.

As one of the BBC's most recognisable tech journalists, Zoe brings the biggest digital stories to life for a mainstream audience. But what makes her stand out is how she breaks those stories down on social platforms, especially LinkedIn and TikTok. Her ability to explain complex topics with warmth and clarity makes her one of tech's most approachable voices.



Zoe Kleinman
Technology Editor
BBC



Anthony Robb
Founder & CEO
IMJUSTBAIT

From meme account to media empire, Anthony's story is proof that cultural clout is its own form of journalism. With over 5 million followers, IMJUSTBAIT has become a go-to platform for viral news, culture and commentary. Anthony is building something that straddles influence, news, and business entirely on his own terms.

Emily is a newsroom leader who has redefined how business and career news reaches people on social. As Managing Editor at LinkedIn News, she leads a team that curates, creates, and commissions content across the UK and Europe. Her work has helped LinkedIn become a legitimate media platform, especially among professionals under 40.



Emily Spaven
Managing Editor
LinkedIn News



Max Foster
Anchor & Correspondent
CNN

Max is a master of multiplatform reporting. His TikTok content - crafted for a mobile-first audience - has earned him over 1.3 million followers, blending sharp storytelling with broadcast polish. His Substack and show What We Know tie it all together: clear, consistent, high-quality reporting with real personality.

Aadam brings fresh energy to sports journalism, especially across Mail Sport's digital platforms. His content is playful, insightful, and committed to diversity in sport. Whether he's in front of the camera or behind the mic, he's redefining what a modern sports journalist can be.



Aadam Patel
Sports Journalist & Creator
MailOnline



Jim Waterson
Founder
London Centric

After years in high-profile roles at BuzzFeed and The Guardian, Jim made a bold leap: quitting to start London Centric, a Substack news outlet focused on the capital. He's vocal about the decline of local media and is actively trying to reinvent it, funded by paying readers and powered by purpose. His pivot is not just editorial - it's entrepreneurial.

Ellie has led the transformation of MailOnline into a social media giant, driving its TikTok following to 30 million+ - the most-followed news brand on the platform. Her formula: snappy, high-impact videos that meet audiences where they are and react to the cultural moment in real time.



Ellie Beetham
Senior Social Video
Producer
MailOnline



Victoria Derbyshire
Presenter,
BBC Newsnight

Victoria is a veteran broadcaster with a remarkable ability to adapt. On TikTok, she explains breaking news with nuance and urgency, reaching over 500,000 followers in the process. Her tone is serious but accessible, bringing public service journalism to a whole new audience. She's showing that TikTok isn't just for trends, it's for trust.

Becky is shaping what high-quality original content looks like in a social-first media business. At LADbible, she oversees programming that connects deeply with young audiences balancing bold entertainment with real-world storytelling. Her influence extends beyond the screen, speaking at events like Create London on the future of creator-led journalism.



Becky Gardner
Head of Originals
LADbible Group



Steph Spyro
Deputy Political and
Environment Editor
Daily Express

Steph has started her own LinkedIn newsletter, 'Off the Record', providing a weekly source of journalism insights tailored for PR and communication professionals. Her newsletter will breakdown for its readers what really works in newsrooms - already attracting a strong subscriber following.

Sapna is a stylish disruptor in digital media. She speaks to a modern, values-driven audience combining luxury, lifestyle and cultural commentary through her work at SheerLuxe and her own platforms. With a warm, self-assured voice and highly shareable content, she's leading a new generation of lifestyle journalism.



Sapna Rao
Fashion & Beauty Editor
SheerLuxe



Ashley Rutstein
Founder
Stuff About Advertising

A former agency creative turned solo media powerhouse, Ashley has turned Stuff About Advertising into one of the most influential media accounts on LinkedIn and TikTok. Her videos blend sharp industry analysis with actionable creative advice offering campaign reviews, concepting insights, and portfolio critiques for aspiring advertisers. She's built a loyal cross-platform community by being open, honest, and refreshingly unfiltered. Ashley isn't just shaping ad discourse, she's mentoring the next wave.

Adam is a political journalist and the Editor of BylineTimes.com, who has been based in the House of Commons Press Gallery for more than a decade. He has established his Substack, Folded, to provide an independent and progressive news source on UK politics.



Adam Bienkov
Political Journalist
and Editor
BylineTimes.com

In their own WORDS

Beyond curating the list, we asked some of this year's featured journalists to share their thoughts on the changing nature of influence, news, and collaboration in 2025.

Their responses offer practical tips, unexpected insights, and a deeper look at how today's most influential media voices approach their work, their platforms, and their audiences.

How has social media changed your relationship with your readers / audience?

Martin Kimber, Sky News

When I joined Sky News nearly five years ago, Twitter as it was known then, was a great source of reactive interviews. Whether I was looking to see which policymaker had commented on the latest twists and turns in the Westminster village, or to find eye-witnesses to fast-moving events such as terror attacks – it was the best platform to find people in a pinch. I remember desperately searching for experts awake at 4am to comment on the initial invasion of Ukraine.

Twitter has since evolved into something else, and rather than an outflow of journalists to BlueSky or Threads, I'm personally seeing the biggest move towards LinkedIn. I now book the majority of my social-media-sourced guests from LinkedIn, a trend that's likely been accelerated by my move into business journalism.

I've also started using TikTok to explain the basics of broadcast to comms professionals, as well as advice from Sky's presenters and a day-in-the-life of a business producer. Those initiatives have attracted the attention of big brands and agencies alike, which has been great for the programme.

Sophia Smith Galer, Freelance

It's all about discoverability; it's where my followers are able to find my work, and where my journalism may be most accessible to them.

Nathan Aspell, Pubity

Social media has done nothing but deepen mine and the brands I work for relationship with the audience. I'm lucky that I work for a brand that sheds positivity on stories and therefore the majority of the time, the online community reflect that positive sentiment straight back with comments of agreement, encouragement and celebration. Social media gives the audience a chance to interact and be a part of a story in whatever way they choose - you just need to ensure that you've set a welcoming environment and you'll cultivate that positive engagement you're looking for.

Holly Beddingfield,

The News Movement / Capsule

My audience often feel really fatigued by social media - they struggle with the pace of the algorithm and feel existential about their screen time. As a result, I feel a responsibility to really consider the quality and impact of my content - I want to make their time worthwhile and do the service of pulling out the good bits for them.

Annabelle Ariyanayagam,

BBC World Service

Social media has made journalism way more personal. You can get real time audience feedback to stories and current affairs, which is equal parts helpful and terrifying. But overall, it's made journalism feel more like a two way conversation instead of just outputting stories into the void.

Melissa Nathoo, ITN

Social media has definitely brought me closer to the audience that consumes my content, with them able to contact me directly to ask follow-up questions or even target positive/negative comments at me rather than the company I work for. And the ability for them to share reels/TikToks means that interviews that I do get seen further afield than I could reach alone.

What's the biggest misconception about journalists on social?

Annabelle Ariyanayagam,
BBC World Service

That journalists are always pushing a secret agenda or that every post is part of a bigger 'media plan'. I think people can forget that we're humans who exist outside the news cycle, and that our posts aren't always reflective of our employers or some greater conspiracy.

Sophia Smith Galer, Freelance

That we have to sacrifice editorial standards or impartiality. This is a complete falsehood and one shared by individuals who've usually never had to be the face of their own content. Bringing passion and editorial values to a subject you're handling does not and should not mean you ever lose accuracy or due diligence. What is actually a far bigger risk for a lot of newsrooms isn't their staff being partial, but their staff being distant and disinteresting to audiences who demand engagement and transparency.

Holly Beddingfield,
The News Movement / Capsule

Not sure if this is a misconception but DMs are not a great way to reach us! Every now and then I'll do a sweep of my requests but it's not the ideal avenue. Email wins.

Martin Kimber, Sky News

Before I got into journalism I never thought I'd ever break into the industry – the people in it looked unreachably successful on socials, and the idea of getting a foot on the career ladder seemed impossible. Six years into my career later, I realise I couldn't have been more wrong. Many of the most successful journalists I know are responsive on socials to their readers and young people eager for a job.

Melissa Nathoo, ITN

One thing I will say as a female journalist, a lot of people online have a difficult time understanding that being kind/enthusiastic/energetic is not flirting. I get accused of that a lot when I'm interviewing a male celebrity. I know this is a very gender-specific misconception, but it happens a lot. There's also the issue of people thinking that journalists are biased. But it's very hard to maintain your impartiality when you are sharing both professional and personal stuff on your channel. I tend not to share political opinions on socials for that reason.

Nathan Aspell, Pubity

It's an interesting one as with growth of creator culture comes the opportunities for journalists to not only publish content for the brands they work with but also cultivate an audience separately on their own channels. Naturally on social media, people tend to post the highlights of their working day. However, as any journalist knows, there have been endless emails, research and cross departmental collaboration to get to that lovely red carpet photo. It's hard work but in the grand scheme of the world, it's a very lucky and privileged position to be in and that shouldn't be forgotten.

What's one thing PRs or brands should understand before pitching to you?

Martin Kimber, Sky News

Put yourself in the shoes of the producer or journalist. Ask yourself first what that outlet would want to publish, rather than purely what the client has dictated. The relationship between PR and journalists is a tug of war; we want a line on the news agenda that moves a story along, while the PR wants to see their client in the media.

Take the time to picture how the interview will look on screen, considering the framing of the shot, optimising the sound – as well as the message.

Annabelle Ariyanayagam, BBC World Service

Be aware of what I actually cover and what programmes / outputs I work on. I probably won't reply to a generic pitch that has zero relevance to the area of news I work in. A standout pitch will always succinctly get the story across, with interviewees and what unique message they have to say. It always comes across better when pitchers have put effort into highlighting interesting news angles and why it would work well for the programme I work on.

Melissa Nathoo, ITN

I think they need to have an understanding of what platform I produce content for and how I use material. I get sent a lot of press releases, but I'm not a print journalist, so there's nothing I can do with that. I work with video only, so there's no point pitching telephone interviews or written content.

I also think brands need to be aware that there are compliance rules that need to be adhered to for TV content. I cannot feature anything that is heavily-branded or would be seen as advertising. It's usually a case of one verbal mention and one visual only. I have to turn down a lot of b-roll for this reason.

Nathan Aspell, Pubity

PR brands should have a clear idea of what they're trying to achieve with the opportunity and communicate that clearly. A social media brand has objectives of its own and if everyone is clear on what they're actually able to facilitate from both ends, then nobody will be disappointed. The aim is to make all parties happy and reach their respective goals and outcomes (and have fun along the way).

Sophia Smith Galer, Freelance

That it's just like pitching to a newspaper; if you want to alert a newspaper to something you're working on in the hope they might report on you, you send them a press release and it's up to the reporter if they decide you're interesting or newsworthy. If you want to try and force them to include you, you've got to go to their commercial team instead and bring an ad budget. PRs coming to my page expecting earned media on an issue that I never make content about reveal they haven't done their research, or they haven't had influencer training internally.

Holly Beddingfield, The News Movement / Capsule

With my work for Capsule, I'm interested in how stories or products connect to a bigger trend in fashion or culture, and that trend needs to connect to the readership.

What story formats are you excited to experiment with this year?

Martin Kimber, Sky News

Sky News's digital future is certainly an exciting one and I look forward to seeing how the format of business coverage will evolve. There will always be a need for clear, authoritative business journalism, and it will be interesting to see how the delivery mechanism for that information evolves.

The market for organic, video-first content only seems to be growing, and with that, people's interest in corporate news.

Annabelle Ariyanayagam, BBC World Service

I'm definitely keen to explore interactive explainers on TikTok and Instagram, using the platforms to make reporting feel less sterile and more like a friend catching you up on what matters. Also curious about Substack. Making a news blog for the girls and guys who aren't keen on mainstream media would be fun!

Sophia Smith Galer, Freelance

My book is out next year and my app just came out a few weeks ago, so the priority is building momentum for both

Holly Beddingfield, The News Movement / Capsule

I love scrapbook-style carousels, more of those! In terms of platform, I still think there's so much opportunity with newsletters, and I think more brands should explore ways to reach their audiences through niche and hyper-engaged newsletters (like Capsule!).

Nathan Aspell, Pubity

I think we're moving very quickly into a period where 'brands' are ultimately going to be 'shows'. I lose count of the amount of incredibly creative people who are launching TikTok channels, Instagram pages where the entire brand is the show and the output that is being published. The brand it might officially sit under still exists of course but the show or page is the new hero.

Melissa Nathoo, ITN

I'm a bit late to the party, but I'm keen to grow my TikTok presence. A lot of my showbiz interviews end up on there without me uploading them personally, so I want to be more on top of that.

I also believe that I need to be more creative with concepts, as standard Q&As aren't getting the numbers anymore, especially since the rise of influencers.

What makes you stop scrolling?

Martin Kimber, Sky News

I can be as guilty as anyone of doomscrolling, but occasionally a post on LinkedIn will hold my attention if I feel it offers value and a new perspective on an issue, rather than the usual engagement-farming that tends to plague the newsfeed.

Offering a personal perspective on an issue and displaying an understanding of it will always make people sit up and pay attention – rather than moral value judgements or describing events we're all already aware of.

Annabelle Ariyanayagam, BBC World Service

Anything with a strong POV, good design or unexpected hook. I pause for carousels that teach me something in ten seconds, or a tweet that makes me laugh and rethink my entire worldview in the same breath. Also, memes with niche reference

Sophia Smith Galer, Freelance

Content that challenges preconceptions and is clearly put together with a lot of meaning and heart.

Holly Beddingfield, The News Movement / Capsule

I'm always drawn to anything that looks nice - so great images, gorgeous fonts, and any little design details I'll notice. Beyond that, I'm most likely to stop scrolling on a piece of content pointing out a theme or trend that I've also picked up on, and I'll stay engaged to see if we're using the same references.

Melissa Nathoo, ITN

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Nathan Aspell, Pubity

Anything unique. That's an incredibly vague answer, but there are a lot of people that are just replicating what is already out there in the hope that either their expertise or personality will put them head and shoulders above the rest however that's not always going to work. Any way that content can differentiate itself for the masses will find an audience and have a chance at being successful.

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